



Advertising Rates & Material Specifications

Advertising Questions?
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King	Monthly Net Price per Sign	144" W x 30" H Coroplast Material Size
<i>Run Time</i>	<i>Rate is per 1 Sign</i>	
1 month	\$ 290	• Printed/Mounted on one-piece of Coroplast
3 months	\$ 275	• Live Print Area: 141" W x 27" H
6 months	\$ 260	• King – Exterior Ad on side of bus
12 months	\$ 245	• Available at all PVTA Garages
Queen	Monthly Net Price per Sign	108" W x 30" H Coroplast Material Size
<i>Run Time</i>	<i>Rate is per 1 sign</i>	
1 month	\$ 240	• Printed/Mounted on one-piece of Coroplast
3 months	\$ 225	• Live Print Area: 105" W x 27" H
6 months	\$ 210	• Queen – Exterior Ad on side of bus
12 months	\$ 195	• Available at all PVTA Garages
Princess	Monthly Net Price per Sign	88" W x 30" H Coroplast Material Size
<i>Run Time</i>	<i>Rate is per 1 sign</i>	
1 month	\$ 190	• Printed/Mounted on one-piece of Coroplast
3 months	\$ 175	• Live Print Area: 85" W x 27" H
6 months	\$ 160	• Princess – Exterior Ad on passenger side of bus
12 months	\$ 145	• Available at all PVTA Garages
Royal	Monthly Net Price per Sign	60" W x 30" H Coroplast Material Size
<i>Run Time</i>	<i>Rate is per 1 sign</i>	
1 month	\$ 140	• Printed/Mounted on one-piece of Coroplast
3 months	\$ 125	• Live Print Area: 57" W x 27" H
6 months	\$ 110	• Royal – Exterior Ad on passenger side of bus
12 months	\$ 95	• Available at UMass PVTA Garage
Tail	Monthly Net Price per Sign	50" W x 17" H Coroplast Material Size
<i>Run Time</i>	<i>Rate is per 1 sign</i>	
1 month	\$ 160	• Printed/Mounted on one-piece of Coroplast
3 months	\$ 145	• Live Print Area: 47" W x 14" H
6 months	\$ 130	• Tail – Exterior Ad on the back of bus
12 months	\$ 115	• Available at all PVTA Garages
Car Card	Interior Frame	28" W x 11" H Styrene Material Size
\$30 per sign per month (Net)		
• A Car Card is on the inside of the bus by handrails		<ul style="list-style-type: none"> • Printed on .030 Styrene • Live Print Area: 28" W x 9.5" H • Available at all PVTA Garages

PVTA does not provide production services. Advertiser is responsible for all production & production costs. All Exterior Frames cover 1 1/4" on all sides of advertisement.